



RP 214

Positive Community Norm Survey 2011: Methodology and Results

By

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RESEARCH REPORT

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16. Abstract This survey established a baseline understanding of the positive norms that exist in Idaho, plus reveal the gaps in knowledge and perceived norms with regard to impaired driving. These gaps will indicate the most effective opportunities for future communication efforts (i.e. Media Messages) to change driver behavior. The project objectives included: <ol style="list-style-type: none"> 1. Measuring self-reported attitudes, behaviors and perceptions of norms of adult drivers in Idaho regarding alcohol and driving. 2. Obtaining information that can help establish a baseline understanding of the positive norms that exist in Idaho as well as reveal the gaps in knowledge and perceived norms. These gaps indicate the most effective opportunities for future communication efforts to change driver behavior and reduce fatalities. 3. Providing information that researchers can use to identify important messages that can be shared with key leaders at the community, county and state levels to support efforts to reduce impaired driving. These leaders include local law enforcement officials, county leaders, and state policy makers. 			
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METRIC (SI*) CONVERSION FACTORS

APPROXIMATE CONVERSIONS TO SI UNITS					APPROXIMATE CONVERSIONS FROM SI UNITS				
Symbol	When You Know	Multiply By	To Find	Symbol	Symbol	When You Know	Multiply By	To Find	Symbol
<u>LENGTH</u>					<u>LENGTH</u>				
in	inches	25.4		mm	mm	millimeters	0.039	inches	in
ft	feet	0.3048		m	m	meters	3.28	feet	ft
yd	yards	0.914		m	m	meters	1.09	yards	yd
mi	Miles (statute)	1.61		km	km	kilometers	0.621	Miles (statute)	mi
<u>AREA</u>					<u>AREA</u>				
in ²	square inches	645.2	millimeters squared	cm ²	mm ²	millimeters squared	0.0016	square inches	in ²
ft ²	square feet	0.0929	meters squared	m ²	m ²	meters squared	10.764	square feet	ft ²
yd ²	square yards	0.836	meters squared	m ²	km ²	kilometers squared	0.39	square miles	mi ²
mi ²	square miles	2.59	kilometers squared	km ²	ha	hectares (10,000 m ²)	2.471	acres	ac
ac	acres	0.4046	hectares	ha					
<u>MASS (weight)</u>					<u>MASS (weight)</u>				
oz	Ounces (avdp)	28.35	grams	g	g	grams	0.0353	Ounces (avdp)	oz
lb	Pounds (avdp)	0.454	kilograms	kg	kg	kilograms	2.205	Pounds (avdp)	lb
T	Short tons (2000 lb)	0.907	megagrams	mg	mg	megagrams (1000 kg)	1.103	short tons	T
<u>VOLUME</u>					<u>VOLUME</u>				
fl oz	fluid ounces (US)	29.57	milliliters	mL	mL	milliliters	0.034	fluid ounces (US)	fl oz
gal	Gallons (liq)	3.785	liters	liters	liters	liters	0.264	Gallons (liq)	gal
ft ³	cubic feet	0.0283	meters cubed	m ³	m ³	meters cubed	35.315	cubic feet	ft ³
yd ³	cubic yards	0.765	meters cubed	m ³	m ³	meters cubed	1.308	cubic yards	yd ³
Note: Volumes greater than 1000 L shall be shown in m ³									
<u>TEMPERATURE (exact)</u>					<u>TEMPERATURE (exact)</u>				
°F	Fahrenheit temperature	5/9 (°F-32)	Celsius temperature	°C	°C	Celsius temperature	9/5 °C+32	Fahrenheit temperature	°F
<u>ILLUMINATION</u>					<u>ILLUMINATION</u>				
fc	Foot-candles	10.76	lux	lx	lx	lux	0.0929	foot-candles	fc
fl	foot-lamberts	3.426	candela/m ²	cd/cm ²	cd/cm ²	candela/m ²	0.2919	foot-lamberts	fl
<u>FORCE and PRESSURE or STRESS</u>					<u>FORCE and PRESSURE or STRESS</u>				
lbf	pound-force	4.45	newtons	N	N	newtons	0.225	pound-force	lbf
psi	pound-force per square inch	6.89	kilopascals	kPa	kPa	kilopascals	0.145	pound-force per square inch	psi

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Chapter 1 Methodology

Overview

The Social Science Research Unit (SSRU) at the University of Idaho was contracted by the Idaho Transportation Department (ITD), Research Program, to conduct a survey on driving behavior and Idaho residents' perceptions of behavior related to drinking and driving prevention. The study was designed to assess what behaviors were seen to be normal and appropriate with respect to preventing individuals from driving while intoxicated and is intended to support the ITD Office of Highway Safety (OHS) and ITD decision-making about how to change driver behavior to reduce single-vehicle Run-off-Road (ROR) crashes caused by impaired driving. The results will be used to inform public awareness campaigns in order to reduce the number of traffic fatalities resulting from single vehicle run-of-the-road crashes.

The survey instrument was developed by staff at the Center for Health and Safety Culture at the Western Transportation Institute at Montana State University, and reviewed by both ITD and the SSRU. The final survey instrument is shown in Appendix A. The survey took 12 minutes on average to complete as was approved by the University of Idaho Institutional Review Board, protocol number 11-042.

The survey was conducted by telephone using the Wincati telephone interviewing software.⁽¹⁾ Both household landlines and wireless telephone numbers were included in the sample. It is very important to include wireless telephone numbers as the most recent data available shows that nearly a third (31.7 percent) of Idaho households no longer have a landline telephone number.⁽²⁾ Research has shown that wireless-only households tend to be younger (18-29 years), are more likely to be male, and are more highly educated than landline households.⁽³⁾ Thus, accounting for wireless-only households is important in representative survey research. The landline frame included 800 numbers and the wireless number frame included 2,000, both drawn proportionate to population densities in the state (using phone number exchanges).

All SSRU telephone interviewers receive training in proper telephone interviewing, phone etiquette, and the use of Computer Assisted Telephone Interviewing (CATI) software. In addition, interviewers receive training specific to the survey, including what kinds of questions respondents may have regarding the study and how to code specific types of responses. Each interviewer is required to complete an online National Institutes of Health training course in human subjects research, including confidentiality rules and regulations. Interviewers were monitored during each calling session by trained supervisors. Data was analyzed using SAS.⁽⁴⁾

To increase the telephone survey response rate, a pre-calling postcard was sent to all landline respondents the week prior to the telephone calls (23 November 2011). The postcard stated the SSRU would be contacting the household within the next week, the purpose of the survey, and provided a toll-

free number to call the SSRU if they had any questions or concerns regarding the study (Appendix B). Calls began on the 28th of November 2011 and continued until the 6th of January 2012. Each number in the sample was called at least eight times in attempt to complete an interview. Interviewers made calls during the work week in the mornings, afternoons, evenings, as well as on Saturdays 10:00 a.m. – 2:00 p.m. PST in an attempt to reach as many potential respondents for this project as possible.

Final survey dispositions included: 553 completed interviews (268 on wireless), 699 disconnected numbers, 163 ineligible households (e.g. households or respondents were deceased, were fax numbers or businesses, did not live in Idaho, and cell phone users under 18), and 504 refusals. The final response rate is 28.5 percent, the cooperation rate (the proportion of interviews conducted from all eligible units actually contacted) is 48.6 percent, and the refusal rate is 27.3 percent.⁽⁵⁾

Weighted frequencies were used in the analysis due to the dual-frame methodology (see section on “Estimation Using Dual-Frame Methodology”). Percents and 95 percent confidence intervals are based on the weighted frequencies.

Comparison to Census Data

In order to determine sample representativeness, we compared the weighted age distribution of adults (over 18) for the respondents in the Positive Community Norms survey to percent of adults over age 18 in the state of Idaho as estimated in the 2005-2009 American Community Survey (ACS) by the U.S. Census Bureau.⁽⁶⁾ When the Census figures are compared to the 95 percent confidence intervals of the weighted sample estimates (both landline and cell phone frames), the residents between the ages of 20 and 44 are slightly underrepresented and residents between the ages of 60 and 74 are slightly overrepresented.

Table 1. Comparison of Entire Weighted Sample to 2007-2009 ACS Estimates

Age Category	Census	Total Sample	95% Confidence Limits
18 – 19 years old	4.3%	3.2%	1.7% - 4.8%
20 – 24 years old	10.4%	7.5%	5.3% - 9.8%
25 – 34 years old	18.3%	12.4%	9.5% - 15.2%
35 – 44 years old	17.6%	13.1%	10.2% - 16.0%
45 – 54 years old	18.6%	18.3%	15.0% - 21.6%
55 – 59 years old	8.1%	8.9%	6.5% - 11.3%
60 – 64 years old	6.5%	10.5%	7.9% - 13.1%
65 – 74 years old	8.6%	15.6%	12.6% - 18.6%
75 – 84 years old	5.4%	7.8%	5.6% - 10.0%
Over 85 years old	2.2%	2.6%	1.3% - 3.8%

Notes on Estimation Using Dual Frame Methodology

Survey weights were calculated in order that the data to account for the complex survey design. Households had differing probabilities of inclusion in the study based on whether respondents live in a household with both wireless and landline telephones, only landlines, or only wireless phones. The number of occupied households in Idaho is 579,408 using the most recent data available¹. In addition, recent data from the U.S. Department of Health and Human Services estimates the fraction of adults living in wireless-only, landline-only, mixed, or no-telephone households. Of all Idaho households, 98.8 percent are estimated to have a telephone of some sort (including wireless), 31.7 percent live in wireless-only households, 9.5 percent live in landline only households, and the remainder (57.6 percent) live in households with both a landline and wireless telephones.⁽²⁾ These estimates are the first nationally published estimates of landline-only and mixed-phone households in Idaho (previously only estimates of the fraction of wireless only households were available) but the proportion of landline only households in Idaho closely matches estimates from data collected by the SSRU.⁽⁸⁾

Weights were first calculated for those individuals for which we had an identified household type ($n = 316$). We then ran an OLS regression to predict weights for the other respondents based county of residents (using two categories: high wireless penetration or low wireless penetration), the type of phone they were called on (wireless or landline), age, and sex. Counties considered to have low wireless penetration were those counties for which a significant portion of the land area has no wireless telephone carriers.⁽⁹⁾ Those counties are: Benewah, Boise, Boundary, Butte, Camas, Caribou, Clearwater, Custer, Idaho, Lemhi, Owyhee, and Shoshone. The regression was significant ($F = 12.58$, $p < 0.0001$) with an R^2 value of 0.1397. Weights for the remaining respondents were then calculated using the parameter estimates from the regression.

Chapter 2

Results

1. It is Wrong to Drive After Drinking Enough Alcohol to be Impaired?

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	517	517	94.3%	92.4% - 96.3%
Somewhat Agree	17	16	3.0%	1.6% - 4.4%
Neither Agree nor Disagree	2	2	0.3%	0.0% - 0.8%
Somewhat Disagree	6	6	1.1%	0.2% - 2.1%
Disagree	6	6	1.0%	0.2% - 1.9%
Don't Know	1	1	0.2%	0.0% - 0.6%
Total	549	548	100.0%	

1a. How Would Most Idaho Adults Respond to the Statement - It Is Wrong to Drive After Drinking Enough Alcohol to be Impaired?

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	306	308	56.2%	52.0% - 60.4%
Somewhat Agree	151	151	27.5%	23.7% - 31.3%
Neither Agree nor Disagree	18	16	3.0%	1.6% - 4.4%
Somewhat Disagree	28	28	5.2%	3.3% - 7.1%
Disagree	7	7	1.3%	0.3% - 2.3%
Don't Know	38	37	6.8%	4.6% - 8.9%
Total	548	547	100.0%	

2. I Should Try to Prevent a Family Member From Driving

After Drinking Enough Alcohol to be Impaired.

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	531	532	97.1%	95.7% - 98.5%
Somewhat Agree	13	13	2.3%	1.0% - 3.5%
Neither Agree nor Disagree	0	0	0.0%	0.0% - 0.0%
Somewhat Disagree	0	0	0.0%	0.0% - 0.0%
Disagree	1	1	0.2%	0.0% - 0.6%
Don't Know	3	2	0.4%	0.0% - 1.0%
Total	548	547	100.0%	

2a. How Would Most Idaho Adults Respond to the Statement - I Should Try to Prevent a Family Member from Driving After Drinking Enough Alcohol to be Impaired.

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	350	351	64.2%	60.1% - 68.3%
Somewhat Agree	138	138	25.2%	21.5% - 28.9%
Neither Agree nor Disagree	16	16	2.9%	1.5% - 4.3%
Somewhat Disagree	11	11	2.0%	0.8% - 3.2%
Disagree	4	4	0.8%	0.0% - 1.5%
Don't Know	28	27	4.9%	3.1% - 6.8%
Total	547	547	100.0%	

3. I Should Try to Prevent a Friend from Driving After Drinking Enough Alcohol to Be Impaired.

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	516	515	94.0%	31.9% - 96.0%
Somewhat Agree	31	31	5.6%	3.7% - 7.6%
Neither Agree nor Disagree	1	1	0.2%	0.0% - 0.6%
Somewhat Disagree	0	0	0.0%	-
Disagree	1	1	0.2%	0.0% - 0.6%
Don't Know	0	0	0.0%	-
Total	549	548	100.0%	

**3a. How Would Most Idaho Adults Respond to the Statement –
I Should Try to Prevent a Friend From Driving After Drinking...**

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	313	3,131	57.4%	53.2% - 61.6%
Somewhat Agree	172	173	31.7%	27.7% - 35.6%
Neither Agree nor Disagree	27	27	5.0%	3.1% - 6.8%
Somewhat Disagree	12	12	2.2%	1.0% - 3.5%
Disagree	1	1	0.1%	0.0% - 0.3%
Don't Know	21	20	3.7%	2.1% - 5.2%
Total	546	546	100.0%	

4. I Should Try to Prevent an Acquaintance or Coworker from Driving After Drinking

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	483	482	88.1%	85.4% - 90.9%
Somewhat Agree	54	55	10.0%	7.4% - 12.6%
Neither Agree nor Disagree	6	5	0.9%	0.2% - 1.7%
Somewhat Disagree	2	2	0.4%	0.0% - 0.9%
Disagree	1	1	0.2%	0.0% - 0.6%
Don't Know	2	2	0.4%	0.0% - 0.9%
Total	548	547	100.0%	

4a. How Would Most Idaho Adults Respond to the Statement – I Should Try to Prevent an Acquaintance or Coworker from Driving After Drinking?

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	249	250	45.9%	41.6% - 50.1%
Somewhat Agree	201	202	37.1%	33.0% - 41.2%
Neither Agree nor Disagree	50	49	8.9%	6.5% - 11.3%
Somewhat Disagree	20	20	3.6%	2.1% - 5.2%
Disagree	2	2	0.4%	0.0% - 0.9%
Don't Know	23	22	4.0%	2.4% - 5.7%
Total	545	544	100.0%	

5. I Should Try to Prevent a Stranger From Driving After Drinking Enough Alcohol to Be Impaired.

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	326	326	59.7%	55.5% - 63.9%
Somewhat Agree	152	151	27.7%	23.9% - 31.5%
Neither Agree nor Disagree	32	30	5.5%	3.6% - 7.3%
Somewhat Disagree	20	21	3.9%	2.2% - 5.6%
Disagree	11	11	2.0%	0.8% - 3.1%
Don't Know	7	7	1.2%	0.3% - 2.2%
Total	548	547	100.0%	

5a. How Would Most Idaho Adults Respond to the Statement – I Should Try to Prevent an Acquaintance or Coworker From Driving After Drinking

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	117	115	21.10%	17.7% - 24.6%
Somewhat Agree	206	207	38.10%	33.9% - 42.2%
Neither Agree nor Disagree	93	94	17.20%	14.0% - 20.4%
Somewhat Disagree	69	71	12.95%	10.1% - 15.8%
Disagree	19	19	3.60%	2.0% - 5.1%
Don't Know	41	39	7.10%	5.0% - 9.2%
Total	545	544	100.00%	

6. I Know What to Do in Order to Prevent a Family Member From Driving After Drinking Enough Alcohol to Be Impaired.

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	396	396	72.5%	68.7% - 76.3%
Somewhat Agree	116	116	21.3%	17.8% - 24.8%
Neither Agree nor Disagree	14	14	2.5%	1.2% - 3.8%
Somewhat Disagree	13	13	2.3%	1.1% - 3.6%
Disagree	3	3	0.5%	0.0% - 1.1%
Don't Know	5	5	0.8%	0.1% - 1.6%
Total	547	546	100.0%	

**7. I Know What to in Order to Prevent a Friend From Driving
After Drinking Enough Alcohol to Be Impaired.**

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	388	387	70.80%	66.9% - 74.6%
Somewhat Agree	129	130	23.75%	20.1% - 27.3%
Neither Agree nor Disagree	11	11	2.00%	0.8% - 3.2%
Somewhat Disagree	13	13	2.40%	1.1% - 3.7%
Disagree	5	4	0.80%	0.1% - 1.4%
Don't Know	2	2	0.40%	0.0% - 0.9%
Total	548	547	100.00%	

**8. I Know What to Do in Order To Prevent an Acquaintance or Coworker
From Driving after Drinking Enough Alcohol to Be Impaired.**

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	302	301	55.0%	50.8% - 59.2%
Somewhat Agree	182	183	33.5%	29.5% - 37.5%
Neither Agree nor Disagree	28	27	5.0%	3.1% - 6.8%
Somewhat Disagree	25	25	4.5%	2.8% - 6.3%
Disagree	6	6	1.1%	0.2% - 2.0%
Don't Know	5	5	0.9%	0.1% - 1.7%
Total	548	547	100.0%	

**9. I Know What to Do In Order to Prevent a Stranger From
Driving After Drinking Enough Alcohol to Be Impaired.**

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	173	172	31.4%	27.5% - 35.4%
Somewhat Agree	178	182	33.2%	28.2% - 37.2%
Neither Agree nor Disagree	65	64	11.7%	9.0% - 14.4%
Somewhat Disagree	67	66	12.1%	9.3% - 14.8%
Disagree	45	45	8.2%	5.9% - 10.5%
Don't Know	19	18	3.4%	1.9% - 4.9%
Total	547	546	100.0%	

**10. I Am Confident That I Can Prevent a Family Member From
Driving After Drinking Enough Alcohol to Be Impaired.**

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	374	376	68.9%	65.0% - 72.8%
Somewhat Agree	120	120	21.9%	18.4% - 25.4%
Neither Agree nor Disagree	13	13	2.3%	1.0% - 3.6%
Somewhat Disagree	24	23	4.3%	2.6% - 6.0%
Disagree	8	7	1.3%	0.4% - 2.2%
Don't Know	8	8	1.4%	0.4% - 2.3%
Total	547	546	100.0%	

**11. I Am Confident That I Can Prevent a Friend From
Driving After Drinking Enough Alcohol to Be Impaired.**

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	319	321	58.7%	54.6% - 62.9%
Somewhat Agree	175	175	32.0%	28.0% - 35.9%
Neither Agree nor Disagree	17	17	3.0%	1.6% - 4.5%
Somewhat Disagree	25	24	4.5%	2.7% - 6.2%
Disagree	8	6	1.1%	0.3% - 1.9%
Don't Know	4	4	0.6%	0.0% - 1.3%
Total	548	547	100.0%	

**12. I Am Confident That I Can Prevent an Acquaintance or Coworker
From Driving After Drinking Enough Alcohol to Be Impaired.**

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	199	199	36.4%	32.3% - 40.5%
Somewhat Agree	224	226	41.4%	37.2% - 45.6%
Neither Agree nor Disagree	50	50	9.1%	6.6% - 11.5%
Somewhat Disagree	49	49	9.0%	6.6% - 11.5%
Disagree	13	12	2.1%	0.9% - 3.3%
Don't Know	12	11	2.0%	0.9% - 3.1%
Total	547	546	100.0%	

**13. I Am Confident That I Can Prevent a Stranger From
Driving After Drinking Enough Alcohol to Be Impaired.**

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	89	88	16.1%	13.0% - 19.3%
Somewhat Agree	169	169	31.0%	27.1% - 35.0%
Neither Agree nor Disagree	88	88	16.1%	13.0% - 19.2%
Somewhat Disagree	110	112	20.5%	17.1% - 24.0%
Disagree	70	68	12.5%	9.8% - 15.3%
Don't Know	21	20	3.6%	2.1% - 5.2%
Total	547	546	100.0%	

**14. Most People Around Me at the Time Would Support Me if I Chose to Prevent
a Family Member From Driving After Drinking Enough Alcohol to Be Impaired**

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	466	468	85.7%	82.8% - 88.7%
Somewhat Agree	57	56	10.3%	7.7% - 12.8%
Neither Agree nor Disagree	9	9	1.6%	0.6% - 2.7%
Somewhat Disagree	10	10	1.7%	0.6% - 2.8%
Disagree	0	0	-	-
Don't Know	4	3	0.6%	0.0% - 1.3%
Total	546	545	100.0%	

15. Most People Around Me at the Time Would Support Me If I Chose to Prevent a Friend From Driving After Drinking Enough Alcohol to Be Impaired.

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	422	423	77.5%	73.9% - 81.0%
Somewhat Agree	104	102	18.6%	15.3% - 21.9%
Neither Agree nor Disagree	12	12	2.1%	0.8% - 3.3%
Somewhat Disagree	7	7	1.2%	0.3% - 2.1%
Disagree	1	1	0.2%	0.0% - 0.6%
Don't Know	2	2	0.3%	0.0% - 0.9%
Total		547	100.0%	

16. Most People Around Me At the Time Would Support Me If I Chose to Prevent an Acquaintance or Coworker From Driving After Drinking Enough Alcohol to Be Impaired.

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	323	323	59.1%	54.9% - 63.3%
Somewhat Agree	160	160	29.3%	25.5% - 33.2%
Neither Agree nor Disagree	38	38	7.0%	4.8% - 9.2%
Somewhat Disagree	16	16	2.9%	1.5% - 4.3%
Disagree	4	4	0.8%	0.0% - 1.6%
Don't Know	6	5	0.9%	0.2% - 1.6%
Total	547	546	100.0%	

17. Most People Around Me at the Time Would Support Me If I Chose to Prevent a Stranger From Driving After Drinking Enough Alcohol to Be Impaired.

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	178	180	33.0%	29.0% - 37.0%
Somewhat Agree	174	175	32.2%	28.2% - 36.2%
Neither Agree nor Disagree	76	75	13.9%	10.9% - 16.8%
Somewhat Disagree	59	59	10.8%	8.2% - 13.5%
Disagree	28	27	5.0%	3.2% - 6.8%
Don't Know	30	28	5.1%	3.3% - 7.0%
Total	545	544	100.0%	

18. I Would Try to Prevent a Family Member From Driving After Drinking Enough Alcohol to Be Impaired.

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	529	529	96.8%	95.3% - 98.3%
Somewhat Agree	14	14	2.6%	1.2% - 4.0%
Neither Agree nor Disagree	1	1	0.2%	0.0% - 0.6%
Somewhat Disagree	1	1	0.2%	0.0% - 0.5%
Disagree	0	-	-	-
Don't Know	2	1	0.3%	0.0% - 0.7%
Total	547	547	100.0%	

18a. How Would Most Idaho Adults Respond to - I Would Try to Prevent a Family Member from Driving After Drinking Enough Alcohol to Be Impaired

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	318	321	58.8%	54.7% - 63.0%
Somewhat Agree	162	160	29.5%	25.6% - 33.3%
Neither Agree nor Disagree	23	23	4.2%	2.5% - 6.0%
Somewhat Disagree	13	13	2.3%	1.1% - 3.6%
Disagree	1	1	0.2%	0.0% - 0.6%
Don't Know	28	27	5.0%	3.1% - 6.8%
Total	545	544	100.0%	

19. I Would Try to Prevent a Friend From Driving After Drinking Enough Alcohol to Be Impaired

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	501	502	91.7%	89.4% - 94.0%
Somewhat Agree	44	43	7.8%	5.5% - 10.0%
Neither Agree nor Disagree	1	1	0.2%	0.0% - 0.5%
Somewhat Disagree	1	1	0.2%	0.0% - 0.6%
Disagree	0	0	-	-
Don't Know	1	1	0.2%	0.0% - 0.5%
Total	548	547	100.0%	

19a. How Would Most Idaho Adults Answer - I Would Try to Prevent a Friend From Driving After Drinking Enough Alcohol to Be Impaired

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	301	304	55.8%	51.5% - 60.0%
Somewhat Agree	180	179	32.8%	28.8% - 36.8%
Neither Agree nor Disagree	19	19	3.5%	1.9% - 5.0%
Somewhat Disagree	21	21	3.9%	2.2% - 5.5%
Disagree	0	0	-	-
Don't Know	24	23	4.1%	2.5% - 5.8%
Total	545	544	100.0%	

20. I Would Try to Prevent an acquaintance or Coworker From Driving After Drinking Enough Alcohol to be Impaired

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	429	432	79.0%	75.5% - 82.4%
Somewhat Agree	98	96	17.5%	14.3% - 20.7%
Neither Agree nor Disagree	11	11	2.0%	0.8% - 3.1%
Somewhat Disagree	6	5	0.9%	0.2% - 1.7%
Disagree	1	1	0.2%	0.0% - 0.6%
Don't Know	3	3	0.5%	0.0% - 1.0%
Total	548	547	100.0%	

20a. How Would Most Idaho Adults Answer - I Would Try to Prevent an Acquaintance or Coworker From Driving after Drinking Enough Alcohol to Be Impaired

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	221	223	40.9%	36.7% - 45.1%
Somewhat Agree	232	232	42.6%	38.4% - 46.9%
Neither Agree nor Disagree	45	45	8.4%	6.0% - 10.7%
Somewhat Disagree	21	20	3.7%	2.1% - 5.3%
Disagree	2	2	0.4%	0.0% - 10.0%
Don't Know	23	21	3.9%	2.3% - 5.5%
Total	544	543	100.0%	

21. I Would Try to Prevent a Stranger From Driving After Drinking Enough Alcohol to Be Impaired

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	267	268	49.3%	45.0% - 53.5%
Somewhat Agree	152	154	28.2%	24.4% - 32.0%
Neither Agree nor Disagree	46	46	8.4%	6.0% - 10.7%
Somewhat Disagree	46	44	8.1%	5.8% - 10.4%
Disagree	20	19	3.5%	2.0% - 5.1%
Don't Know	15	14	2.6%	1.3% - 3.9%
Total	546	545	100.0%	

21a. How Would Most Idaho Adults Answer -I Would Try to Prevent a Stranger From Driving After Drinking Enough Alcohol to Be Impaired

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	102	100	18.5%	15.2% - 21.8%
Somewhat Agree	199	199	36.8%	32.7% - 41.0%
Neither Agree nor Disagree	89	90	16.7%	13.5% - 20.0%
Somewhat Disagree	84	85	15.7%	12.6% - 18.8%
Disagree	24	24	4.5%	2.7% - 6.2%
Don't Know	44	43	7.9%	5.6% - 10.1%
Total	542	541	100.0%	

22. In the Last Twelve Months, Have You Tried to Prevent a Family Member From Driving After Drinking Enough Alcohol to Be Impaired?

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Yes	88	89	16.40%	13.2% - 19.5%
No	55	55	10.05%	7.5% - 12.6%
I have not been in that situation	403	402	73.60%	69.9% - 77.4%
Total	546	545	100.00%	

22a. In Your Opinion, Did Most Idaho Adults In That Situation Try to Prevent a Family Member From Driving After Drinking Enough Alcohol to Be Impaired

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Yes	400	400	73.8%	70.0% - 77.5%
No	58	59	10.9%	8.2% - 13.5%
I don't know	85	83	15.4%	12.3% - 18.4%
Total	543	542	100.0%	

23. In the Last Twelve Months Did You Try to Prevent a Friend From Driving After Drinking Enough Alcohol to Be Impaired

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Yes	121	126	23.0%	19.4% - 26.6%
No	52	51	9.3%	6.9% - 11.7%
I have not been in that situation	374	370	67.7%	63.7% - 71.7%
Total	547	546	100.0%	

23a. Did Most Idaho Adults in the Last Twelve Months Try to Prevent a Friend From Driving After Drinking Enough Alcohol to Be Impaired

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Yes	389	391	72.1%	68.3% - 76.0%
No	70	70	13.0%	10.1% - 15.9%
I don't know	83	81	14.9%	11.9% - 17.9%
Total	542	541	100.0%	

24. In the Last Twelve Months Have You Tried to Prevent an Acquaintance or Coworker From Driving After Drinking Enough Alcohol to Be Impaired

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Yes	65	68	12.4%	9.6% - 15.3%
No	54	53	9.8%	7.3% - 12.3%
I have not been in that situation	426	423	77.8%	74.3% - 81.3%
Total	545	544	100.0%	

24a. In the Last Twelve Months Did Most Idaho Adults In That Situation Try to Prevent an Acquaintance or Coworker From Driving After Drinking Enough Alcohol to Be Impaired

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Yes	344	345	63.5%	59.5% - 67.6%
No	118	119	21.9%	18.4% - 25.4%
I don't know	81	79	14.6%	11.6% - 17.6%
Total	543	542	100.0%	

25. In the Last Twelve Months Have You Tried to Prevent a Stranger From Driving After Drinking Enough Alcohol to Be Impaired

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Yes	44	47	8.6%	6.2% - 11.0%
No	75	74	13.6%	10.7% - 16.5%
I have not been in that situation	425	423	77.8%	74.3% - 81.4%
Total	544	542	100.0%	

25a. In the Last Twelve Months Did Most Idaho Adults Try to Prevent a Stranger From Driving After Drinking Enough Alcohol to Be Impaired

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Yes	194	192	35.5%	31.4% - 39.6%
No	238	240	44.3%	40.1% - 48.6%
I don't know	110	109	20.2%	16.8% - 23.6%
Total	542	541	100.0%	

26. Employees at Establishments Where Alcoholic Beverages Are Consumed Should Try to Prevent a Customer From Driving After Drinking Enough Alcohol to Be Impaired

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	429	426	77.9%	74.3% - 81.4%
Somewhat Agree	85	87	15.9%	12.8% - 19.0%
Neither Agree nor Disagree	14	15	2.7%	1.3% - 4.1%
Somewhat Disagree	14	15	2.7%	1.3% - 4.1%
Disagree	4	3	0.5%	0.0% - 1.1%
Don't Know	2	2	0.4%	0.0% - 0.7%
Total	548	547	100.0%	

27. Local Law Enforcement Should Strongly Enforce Drinking and Driving Laws

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	498	496	90.9%	88.4% - 93.3%
Somewhat Agree	37	39	7.1%	4.9% - 9.3%
Neither Agree nor Disagree	6	5	1.0%	0.2% - 1.8%
Somewhat Disagree	4	4	0.8%	0.0% - 1.6%
Disagree	0	0	-	-
Don't Know	2	2	0.3%	0.0% - 0.7%
Total	547	546	100.0%	

27a. In Your Opinion, How Would Most Idaho Adults Answer - Local Law Enforcement Should Strongly Enforce Drinking and Driving Laws

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	325	326	60.2%	56.0% - 64.4%
Somewhat Agree	147	147	27.2%	23.4% - 31.0%
Neither Agree nor Disagree	27	27	4.9%	3.1% - 6.75
Somewhat Disagree	14	14	2.6%	1.3% - 4.0%
Disagree	1	1	0.2%	0.0% - 0.6%
Don't Know	28	27	4.9%	3.1% - 6.7%
Total	542	541	100.0%	

28. Local Law Enforcement Should Set-Up Roadblocks to Check for Drivers Who Had Been Drinking

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	199	197	36.0%	32.0% - 40.1%
Somewhat Agree	143	144	26.3%	22.6% - 30.1%
Neither Agree nor Disagree	44	45	8.2%	5.8% - 10.5%
Somewhat Disagree	75	75	13.7%	10.8% - 16.7%
Disagree	76	76	13.8%	10.9% - 16.8%
Don't Know	11	10	1.9%	0.8% - 3.0%
Total	548	547	100.0%	

28a. In Your Opinion How Would Most Idaho Adults Answer - Local Law Enforcement Should Set-Up Roadblocks to Check for Drivers Who Had Been Drinking

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Strongly Agree	74	71	13.1%	10.3% - 16.0%
Somewhat Agree	145	148	27.2%	23.4% - 31.0%
Neither Agree nor Disagree	58	58	10.7%	8.1% - 13.3%
Somewhat Disagree	128	130	23.9%	20.2% - 27.5%
Disagree	91	91	16.8%	13.7% - 20.0%
Don't Know	46	44	8.2%	5.9% - 10.5%
Total	542	542	100.0%	

29. In the Past 60 Days, How Many Times Have You Driven a Motor Vehicle Within Two Hours After Drinking Alcoholic Beverages?

Mean: 0.71, Standard Error: 0.14, 95% confidence limit: 0.44 – 0.99, n: 547

29a. In the Past 60 Days, How Many Times Would You Say That Most Idaho Adults Age 18 or Older Have Driven a Motor Vehicle Within Two Hours After Drinking Alcoholic Beverages?

Mean: 12.82, Standard Error: 1.41, 95% confidence limit: 10.05-15.59, n: 340

30. During the Past 30 Days, Have You Had At Least One Drink of Any Alcoholic Beverage Such as Beer, Wine, a Malt Beverage, or Liquor?

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Yes	286	289	53.0%	48.7% - 57.2%
No	261	257	47.0%	42.8% - 51.3%
Total	547	546	100.0%	

31. In the Past 12 Months, Do You Remember Seeing or Hearing any Prevention Media Messages Specific to Idaho About Trying to Prevent Someone Else From Driving After Drinking?

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Yes	312	313	57.3%	53.1% - 61.5%
No	236	234	42.7%	38.5% - 46.9%
Total	548	547	100.0%	

31a. How Many Times Did You See or Hear One of These Messages?

Mean: 34.46, Standard Error: 5.61, 95% Confidence Limits: 23.41% – 45.50%, n: 261

32. In What Year Were You Born?

Age	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
18 - 34	120	127	23.2%	19.6% - 26.9%
35 - 44	70	72	13.1%	10.2% - 16.0%
45 - 54	98	100	18.3%	15.0% - 21.6%
55 - 64	106	106	19.4%	16.1% - 22.8%
65+	154	142	26.0%	22.3% - 29.6%
Total	548	547	100.0%	

33. What Kind of Vehicle do you Drive Most Often?

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Car	257	253	46.7%	42.5% - 51.0%
Pick-up truck	126	127	23.5%	19.9% - 27.1%
SUV	117	119	22.1%	18.5% - 25.6%
Van	25	26	4.7%	2.9% - 6.5%
Motorcycle	3	3	0.6%	0.0% - 1.2%
Other	13	13	2.4%	1.1% - 3.7%
Total	541	540	100.0%	

34. What is Your Marital Status?

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Married	355	356	65.1%	61.1% - 69.2%
Widowed	44	40	7.3%	5.2% - 9.5%
Divorced	38	38	6.9%	4.8% - 9.0%
Separated	1	1	0.2%	0.0% - 0.5%
Single	102	105	19.2%	15.8% - 22.6%
Other	7	7	1.3%	0.3% - 2.2%
Total	547	546	100.0%	

35. Employment Status

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Employed Full time	225	233	42.60%	38.4% - 46.8%
Employed Part Time	62	64	11.60%	8.9% - 14.4%
Full Time Student	14	15	2.80%	1.3% - 4.2%
Active Duty Military	0	0	-	-
Homemaker	29	29	5.35%	3.4% - 7.2%
Unemployed	31	32	5.90%	3.8% - 7.9%
Retired	168	155	28.30%	24.6% - 32.1%
Disabled	8	8	1.50%	0.5% - 2.5%
Other	11	11	2.10%	0.9% - 3.3%
Total	548	547	100.00%	

36. County

County	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Ada	144	143	26.4%	22.6% - 30.1%
Adams	3	3	0.6%	0.0% - 1.3%
Bannock	31	32	5.8%	3.8% - 7.8%
Bear Lake	2	2	0.4%	0.0% - 0.9%
Benewah	2	2	0.4%	0.0% - 1.0%
Bingham	13	13	2.5%	1.1% - 3.8%
Blaine	4	4	0.8%	0.0% - 1.5%
Boise	3	3	0.5%	0.0% - 1.1%
Bonner	19	19	3.6%	2.0% - 5.2%
Bonneville	34	33	6.2%	4.1% - 8.2%
Boundary	4	4	0.7%	0.0% - 1.3%
Butte	1	1	0.2%	0.0% - 0.6%
Canyon	64	65	11.9%	9.1% - 14.7%
Caribou	4	4	0.7%	0.0% - 1.4%
Cassia	9	9	1.7%	0.6% - 2.8%
Clearwater	3	3	0.5%	0.0% - 1.0%
Custer	3	3	0.6%	0.0% - 1.2%
Elmore	4	4	0.7%	0.1% - 1.7%
Franklin	5	5	0.9%	0.1% - 1.6%
Fremont	1	1	0.2%	0.0% - 0.6%
Gem	7	6	1.2%	0.3% - 2.1%
Gooding	7	7	1.3%	0.3% - 2.2%
Idaho	9	8	1.5%	0.5% - 2.5%
Jefferson	10	10	1.9%	0.7% - 3.1%
Jerome	5	5	0.9%	0.1% - 1.7%
Kootenai	43	43	7.9%	5.6% - 10.2%
Latah	10	10	1.9%	0.7% - 3.1%
Lemhi	1	1	0.2%	0.0% - 0.5%
Lewis	1	1	0.2%	0.0% - 0.6%
Lincoln	4	4	0.8%	0.0% - 1.6%
Madison	12	12	2.1%	0.9% - 3.4%
Minidoka	2	2	0.4%	0.0% - 1.0%
Nez Perce	19	19	3.6%	1.9% - 5.0%
Oneida	2	2	0.4%	0.0% - 0.9%
Owyhee	4	4	0.8%	0.0% - 1.5%
Payette	5	5	1.0%	0.1% - 1.8%
Power	6	6	1.1%	0.2% - 2.0%
Shoshone	4	4	0.7%	0.0% - 1.3%
Teton	4	4	0.8%	0.0% - 1.5%
Twin Falls	32	32	5.9%	3.9% - 7.9%
Valley	2	2	0.4%	0.0% - 0.8%
Washington	2	2	0.4%	0.0% - 0.9%
Total	544	543	100.0%	

37. Sex

	Frequency	Weighted Frequency	Percent	95% Confidence Limits for Percent
Male	260	263	48.1%	43.8% - 52.3%
Female	288	284	51.9%	47.7% - 56.2%
Total	548	547	100.0%	

Chapter 3

Summary of Results

This study provides information about driving behavior in the State of Idaho as well as information about public attitudes and perceptions concerning impaired driving. Key findings from this study are discussed and incorporated into Media Messages and Tools to Reduce Serious Single Vehicle Run-Off-the-Road Crashes Resulting from Impaired Driving, which was produced by the Western Transportation Institute (WTI) as Research Project 209. Both reports are available on the Idaho Transportation Department's Research Website: <http://www.itd.idaho.gov/highways/research/archived/closed.htm>.

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Appendix A Survey Instrument

Q: Intro1

Hello my name is ____ and I am calling from the Social Science Research Unit at the University of Idaho. I am trying to reach an adult who lives in this household. Would that happen to be you?
(PRESS NEXT TO CONTINUE)

Hello, my name is _____. We started the survey on impaired driving at an earlier time. Is this a good time to continue the study?
(PRESS NEXT TO CONTINUE)

Q: Cell1

[Interviewer: do not ask]

1. Cell phone call
2. Landline

Q: Cell2

If you are currently driving or doing anything that requires your full attention, I need to call you back at a later time.

1. Yes
2. No

Q: Cell3

Is this cell phone used for personal use, business use, or both.

1. Personal
2. Business
3. Both

Q: Cell4

Some of the numbers we are calling are for cell phones. Some people have concerns about the privacy of conversations on cell phones or have a limited number of minutes on their cell phone plans. If you prefer, I would be happy to call you back on a landline phone or conduct this interview at a time that is more convenient for you.

[HIT NEXT TO CONTINUE]

2011 PCN Survey

Q: Eligible

First I need to verify that you are at least 18 years old and live in the State of Idaho. Is this true?

1. Yes
2. Not 18
3. Not a resident of Idaho

Q: Intro

This is a statewide survey which has been approved by the Institutional Review Board at the University of Idaho. This interview takes about 12 minutes on average and includes questions about drinking and driving in Idaho. Your input is important. This interview is voluntary, and if I come to any question you'd prefer not to answer, just let me know and I'll skip over it. I'd like to assure you that your answers will be kept strictly confidential. Do you have any questions before we begin?

Q: Q1Enough

I am going to read several statements and would like you to tell me how much you agree or disagree with each one.

It is wrong to drive after drinking enough alcohol to be impaired. Do you...

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

Q: Q1aEnough

In your opinion, how would most Idaho adults age 18 or older respond to the same statement:

It is wrong to drive after drinking enough alcohol to be impaired. Would they...

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

Q: Q2PreventFam

I should try to prevent a family member from driving after drinking enough alcohol to be impaired.

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

Q: Q2aPreventFam

In your opinion, how would most Idaho adults age 18 or older respond to the same statement? Would they...

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

Q: Q3PreventFriend

I should try to prevent a friend from driving after drinking enough alcohol to be impaired.

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

2011 PCN Survey

Q: Q3aPreventFriend

In your opinion, how would most Idaho adults age 18 or older respond to the same statement? Would they...

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

Q: Q4PreventAq

I should try to prevent an acquaintance or co-worker from driving after drinking enough alcohol to be impaired.

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

Q: Q4aPreventAq

In your opinion, how would most Idaho adults age 18 or older respond to the same statement? Would they...

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

Q: Q5PreventStrange

I should try to prevent a stranger from driving after drinking enough alcohol to be impaired.

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

Q: Q5aPreventStrange

In your opinion, how would most Idaho adults age 18 or older respond to the same statement? Would they...

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

Q: Q6KnowFam

I know what to do in order to prevent a family member from driving after drinking enough alcohol to be impaired.

Do you...

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

2011 PCN Survey

Q: Q7KnowFriend

I know what to do in order to prevent a friend from driving after drinking enough alcohol to be impaired. Do you...

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

Q: Q8KnowAq

I know what to do in order to prevent an acquaintance or co-worker from driving after drinking enough alcohol to be impaired. Do you...

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

Q: Q9KnowStrange

I know what to do in order to prevent a stranger from driving after drinking enough alcohol to be impaired.

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

Q: Q10ConfFamily

I am confident that I can prevent a family member from driving after drinking enough alcohol to be impaired. Do you...

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

Q: Q11ConfFriend

I am confident that I can prevent a friend from driving after drinking enough alcohol to be impaired. Do you...

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

Q: Q12ConfAq

I am confident that I can prevent an acquaintance or co-worker from driving after drinking enough alcohol to be impaired. Do you...

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

2011 PCN Survey

Q: Q13ConfStrange

I am confident that I can prevent a stranger from driving after drinking enough alcohol to be impaired. Do you...

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

Q: Q14MostFam

Most people around me at the time would support me if I chose to prevent a family member from driving after drinking enough alcohol to be impaired. Do you...

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

Q: Q15MostFriend

Most people around me at the time would support me if I chose to prevent a friend from driving after drinking enough alcohol to be impaired. Do you...

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

Q: Q16MostAq

Most people around me at the time would support me if I chose to prevent an acquaintance or co-worker from driving after drinking enough alcohol to be impaired. Do you...

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

Q: Q17MostStrange

Most people around me at the time would support me if I chose to prevent a stranger from driving after drinking enough alcohol to be impaired. Do you...

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

Q: Q18TryFam

Even if you or your families do not drink alcohol, imagine you were in a situation where a family member might drive after drinking enough alcohol to be impaired. How strongly do you agree or disagree with the following statement:

I would try to prevent a family member from driving. Do you...

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

2011 PCN Survey

Q: Q18aTryFam

And in your opinion, how would MOST Idaho adults age 18 and older respond to that same question? Would they..

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

Q: Q19TryFriend

Now imagine you were in a situation where a friend may drive after drinking enough alcohol to be impaired. How strongly would you agree or disagree with the following statement:

I would try to prevent a friend from driving. Do you...

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

Q: Q19aTryFriend

And in your opinion, how would MOST Idaho adults respond to that same question? Would they..

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

Q: Q20TryAq

Now imagine you were in a situation where an acquaintance or co-worker might drive after drinking enough alcohol to be impaired. How strongly would you agree or disagree with the following statement:

I would try to prevent an acquaintance or co-worker from driving. Do you...

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

Q: Q20aTryAq

And in your opinion, how would MOST Idaho adults respond to that same question? Would they..

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

Q: Q21TryStrange

Now imagine you were in a situation where a stranger might drive after drinking enough alcohol to be impaired. How strongly would you agree or disagree with the following statement:

I would try to prevent a stranger from driving. Do you...

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

2011 PCN Survey

Q: Q21aTryStrange

And in your opinion, how would MOST Idaho adults respond to that same question? Would they..

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

Q: Q22HaveFam

In the last twelve months, have you tried to prevent a family member from driving after drinking enough alcohol to be impaired?

1. Yes
2. No
3. I have not been in that situation
9. Refused (don't read)

Q: Q22AHaveFam

And in your opinion, did MOST Idaho adults who were in that situation try to prevent a family member from driving after drinking enough alcohol to be impaired?

1. Yes
2. No
8. Don't know (don't read)
9. Refused (don't read)

Q: Q23HaveFriend

In the last twelve months, have you ever tried to prevent a friend from driving after drinking enough alcohol to be impaired?

1. Yes
2. No
3. I have not been in that situation
9. Refused (don't read)

Q: Q23aHaveFriend

And in your opinion, did MOST Idaho adults who were in that situation try to prevent a friend from driving after drinking enough alcohol to be impaired?

1. Yes
2. No
8. Don't know (*don't read*)
9. Refused (*don't read*)

Q: Q24HaveAq

In the last twelve months, have you ever tried to prevent an acquaintance or co-worker from driving after drinking enough alcohol to be impaired?

1. Yes
2. No
3. I have not been in that situation
9. Refused (*don't read*)

Q: Q24aHaveAq

And in your opinion, did MOST Idaho adults who were in that situation try to prevent an acquaintance or co-worker from driving after drinking enough alcohol to be impaired?

1. Yes
2. No
8. Don't know (*don't read*)
9. Refused (*don't read*)

Q: Q25HaveStrange

In the last twelve months, have you ever tried to prevent a stranger from driving after drinking enough alcohol to be impaired?

1. Yes
2. No
3. I have not been in that situation
9. Refused (*don't read*)

2011 PCN Survey

Q: Q25aHaveStrange

And in your opinion, did MOST Idaho adults who were in that situation try to prevent a stranger from driving after drinking enough alcohol to be impaired?

1. Yes
2. No
8. Don't know (*don't read*)
9. Refused (*don't read*)

Q: Q26Employer

I am now going to read a few statements and would like you to tell me how much you agree or disagree with each of them.

Employees at establishments where alcoholic beverages are consumed should try to prevent a customer from driving after drinking enough alcohol to be impaired. Do you...

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (*don't read*)
9. Refused (*don't read*)

Q: Q26aEmployer

And in your opinion, how would most Idaho adults age 18 and older respond to that same question? Would they...

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (*don't read*)
9. Refused (*don't read*)

Q: Q27Enforce

Local law enforcement should strongly enforce drinking and driving laws. Do you...

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (*don't read*)
9. Refused (*don't read*)

Q: Q27aEnforce

And in your opinion, how would most Idaho adults age 18 and older respond to that same question? Would they...

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (*don't read*)
9. Refused (*don't read*)

Q: Q28Roadblocks

Local law enforcement should set up roadblocks to check for drivers who had been drinking. Do you...

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (*don't read*)
9. Refused (*don't read*)

2011 PCN Survey

Q: Q28aRoadblocks

And in your opinion, how would most Idaho adults age 18 and older respond to that same question? Would they...

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
8. Don't know (don't read)
9. Refused (don't read)

Q: Q29Motor

In the past 60 days, how many times have you driven a motor vehicle within two hours after drinking alcoholic beverages? *[Interviewer: enter 999 for refused]*

Q: Q29aMotor

In the past 60 days, how many times would you say that most Idaho adults age 18 or older have driven a motor vehicle within two hours after drinking alcoholic beverages?
[Interviewer: enter 999 for refused and 888 for don't know]

Q: Q30alcohol

During the past 30 days, have you had at least one drink of any alcoholic beverage such as beer, wine, a malt beverage, or liquor?

1. Yes
2. No
9. Refused (*don't read*)

Q: Q31messages

In the past 12 months, do you remember seeing or hearing any prevention media messages specific to Idaho about trying to prevent someone else from driving after drinking?

1. Yes
2. No
9. Refused (*don't read*)

Q: Q31aMessages

How many times did you see or hear one of these messages?
[Interviewer: enter 999 for Refused and 888 for don't know]

Q: Q32Yearborn

The following questions are asked for data analysis purposes only.

In what year were you born? *[Interviewer: enter 9999 for refused]*

Q: Q33drive

What kind of vehicle do you drive most often?

1. Car
2. Pick-up truck
3. SUV
4. Van
5. Motorcycle
6. Other (specify)
9. Refused *(don't read)*

Q: Q34Marital

What is your current marital status?

1. Married
2. Widowed
3. Divorced
4. Separated
5. Single (never married)
6. Other
9. Refused *(don't read)*

Q: Q35occ

What is your current employment status?

1. Employed full-time
2. Employed part-time
3. Full time student
4. Serving on Active Duty in the Armed Services
5. Homemaker
6. Unemployed
7. Retired
8. Disabled
9. Other (specify)
10. Refused *(don't read)*

2011 PCN Survey

Q: Q36County

In what Idaho County do you live?

Q: Q37Sex

[Interviewer: record sex]

1. Male
2. Female
8. Unsure

Q: Q38Comment

(INTERVIEWER: ASK HOW MANY LANDLINES AND TELEPHONES ARE USED IN THEIR HOUSEHOLD AND PUT IN THIS BOX)

Thanks for your time. That's all the questions I have today. Do you have anything else you'd like to add?

Q: CellDriving

I need to call you back at a later time. Whom should I ask for when I call back?

Q: CellBus

Thank you, but I only need to speak to individuals on their personal lines.

Q: NonRes

Thanks but we only need to speak to individuals who are residents of the state of Idaho.

Q: TooYoung

Thanks, but we only wish to speak to adults age 18 or older.

Appendix B Postcard

ITD- PCN Survey

November 2011

Next week the University of Idaho's Social Science Research Unit will be calling you to participate in a telephone survey about attitudes, behaviors and perceptions of adult drivers regarding alcohol & driving. The results will establish a baseline understanding & indicate the most effective opportunities for future communication.

We are writing in advance of our telephone call to let you know that this study is being done and that you have been randomly selected to be called.

The interview should take about 15 minutes. If we call when you are busy, please tell the interviewer and they will call back another time.

If you have any questions about the survey please call the Social Science Research Unit (SSRU) at our toll-free number 1-877-542-3019.

Sincerely,

Barbara E. Foltz
SSRU Operations Manager

Appendix C Open Ended Comments

The police in Gem County are too strict on enforcing drinking and driving laws.

Time that drunk driving was done away with. She also thinks that police officers let people who are slightly drunk go because they are given "a talk" or convinced them otherwise. Gave example of a woman who was let off for drunk driving when she really was drunk. Drunk driving has killed way too many people and way too many children. She says she'd like to see an officer outside every bar taking breathalyzers.

The drinking laws need to be stronger and more strictly enforced.

In the past, she has informed the police of strangers driving drunk, but not in the past 12 months. She is concerned that strangers think that it is not their business to get involved in other people's lives.

Question 27: I don't think setting up roadblocks is a good use of the police's money and personnel. I think it uses too many resources to do that. Question 31: I have seen ads about preventing yourself from drinking and driving, but not about preventing others from doing that.

All you really see on TV and billboards is mostly about drugs rather than drinking, not as much on drinking and driving in Idaho

Idaho needs to do more in general to prevent drinking and driving, not just the police, but all Idaho adults in general should be educated and encouraged from high school age how to prevent drinking and driving. My dad is a funeral director and at least once a month he would see someone who had been killed in a drunk driving accident so this is a problem that needs to be addressed.

His wife's brother is paralyzed from the neck down from an accident, and he had a student who was drunk in his class who left and then was run over because he fell off his bike. He said he has real world experience, and thinks it is extremely important for prevention methods to be broadcasted everywhere, especially on college campuses since that's where it normally starts.

I own a bar so this has been a good survey.

More meth messages than drinking and driving

Take keys from friends and family members.

I think that all these situations depend on the person and how much people have had to drink

Said he doesn't watch TV a lot, but he knows that there are prevention ads out there

2011 PCN Survey

When I took driver's education, they said for every drink you have you need to wait an hour to drive. I don't think this statement is accurate because it depends on a person's body type and weight. This statistic should be researched more thoroughly and presented to the public. Also, I have seen plenty of public awareness ads about preventing yourself from drinking and driving, but not about preventing others from drinking and driving.

I think that all of this drinking driving stuff appears to be for revenue enhancing purposes only.

You can try and stop people from driving but they will not always listen and try driving anyways, people need to know what to do or how to handle the situation when their friend or family member refuses to listen to them.

For the question about prevention messages on drinking and driving, I have seen many, but I do not know if they are specific to Idaho. I live in Coeur d'Alene and I believe that many of the messages I see come from Washington State.

I just don't think its right for them to pull over people unless they're impaired. Don't just pull over people at random. I don't think that's right. If somebody's weaving, yeah, otherwise don't do it.

I somewhat agree with employees at establishments stopping individuals from driving if they are not going to be creating a situation where it is unsafe for other patrons. They should provide them with the option of other better choices than driving but they shouldn't be deal with aggressive people.

Idaho police should be stricter on drinking and driving laws.

I am not sure about setting up roadblocks that could be a 4th amendment violation. Also I think that people who drive after drinking are mainly a subculture not necessarily the majority. And if they do it, they do it often

Everyone should prevent others from drinking and driving.

Questions are difficult in the survey. Sometimes very personal. Hopes the responses are put to good use.

She kept reinforcing the idea of taking the keys of someone. She also kept stating that some people just don't care. She hopes that her input will help.

I spent 26 years in the Air Force and never smoked or drank once.

Many answers are based on the context of knowing whether they know if the person is impaired. She answered them as if she knew they were impaired/drunk. She would like the questions to be more specific they seemed a little vague. She also thought the questions seemed very repetitive and like the same questions were being asked over and over.

Barricade idea is really good.

Appendix C. Final Open-Ended Comments

I think this is an important survey to do because of the frequency of drunk driving and the risks that drunk drivers pose to others. The drinking and driving laws should be strictly enforced to reduce the number of times such things happen.

In response to the employees stopping serving, he was very unsure, and said that it shouldn't be the people responsible for serving them, that it should be someone else, like a friend, or even themselves. I had to reject it all because the survey is poorly written. It is skewed data. People are going to not want to rock the boat. Not what they really mean. People shouldn't drive drunk. If someone sniffs a beer, then they are going to jail. It's about revenue driven and not about driving drunk. It's ALL about the definition of impaired. The politicians don't have the balls to raise taxes so they try and get money other ways. I want to do the survey, I just can't because it could mean so many different things to different people. I am a drug and alcohol counselor. But, the survey is just worded poorly, and makes people sound politically correct so they don't rock the boat.

I really appreciate this survey and believe that more grant money should be funded toward this type of work--educating the public about preventing drinking and driving.

Comments: I am a retired Firefighter and I think the laws against drinking and driving are not strict enough. I believe that after a 3rd DUI, a person should be put in jail for a minimum of 1 year. The laws need to be stricter and regularly enforced in order to save lives. This is a good survey.

He thinks that some people know that drinking and driving is bad, but they still do it, regardless. Has an alcoholic son, so they have dealt with some of these issues in the past. Him, as well as his community members, think that the education is working at least a little bit. He also thinks that the television advertisements are working. Not in these situations regarding bars/ nightclubs/ etc., so he is unsure of how things work and how people should be cut off and what not. He likes the idea of adding roadblocks, because he doesn't drive at night, but he thinks that other community members might not like it as much.

Surveys are important to create awareness. She really likes them.

Fully believe we should support police and other officials to keep drunk drivers off the road

I also have a driver's license, and I am 98 years old.

Would like to see the laws enforced more strongly. We should have more roadblocks, like in California. It is a good deterrent.

I don't drink alcohol and I don't associate with people who drink alcohol, I don't go to places where there is alcohol. So it's hard for me to answer these questions. I just don't put myself in these situations. Also I can't answer for anyone but myself so I just don't know how other Idahoans feel especially the majority.

Drinking and driving is bad and never causes anything but trouble

Hard to make judgments on other people

They should have more advertisements

2011 PCN Survey

I don't understand the reasoning behind this survey. I mean it seems like common sense to me, no one wants to see a family member, friend, or acquaintance get hurt. Its common sense not to let them drive after drinking. Also it's the person's job if they sell alcohol to prevent customers from driving a vehicle if they are drunk.

More people that support preventing drinking and driving than there are people that do it. She is a part time bartender, so she is very against drinking and driving.

They are doing a pretty good job catching people that are drinking and driving.

Expressed that he had a DUI a few years ago, and thinks prevention is a good thing.

Find a better way to stop them, doesn't know if roadblocks will work. Is very against drunk driving. Has seen a ton of the prevention messages

It is not ok for police to set up roadblocks, it is just not right. I do think that the Idaho Transportation Department should get more messages out there to keep drunk drivers off the road.

The survey did not get into depth, it is too repetitive.

I hope this serves a good purpose.

They should keep trying to keep impaired people off of the road, I had a good friend killed by a drunk driver, who already had had his license revoked. They should have done a better job of keeping him off the road.

Why don't they do the research on the druggies instead of just alcohol? She says that she's surrounded more by drug users than alcoholics.

Hope they keep the drunk drivers off the road!

Don't drink and drive! She used to be an alcoholic and has since recovered but wants everyone to know that friends, family, and other people can help to stop over consumption of alcohol and drunk driving.

I have seen cases of drinking and driving. I've seen bad ones that get a slap on the hand and keep driving. I've seen ones in general that are very light drinkers treated in the same way and that's not fair. I've seen people caught in a situation who were chastised for things that weren't even driving. I've seen people driving without a license, and things of that nature and it's just not fair.

Much against drinking and driving. my husband did it and he is lucky he didn't get into accident. I feel bad for the innocent ones that get hurt.

We live in Kootenai County, so most of the anti-drinking and driving commercials we get are from Washington.

I think you guys are very good at this getting people thinking about this.

When somebody is really stable and balanced and not slurring, leave them alone. If he looks like he can drive, he looks stable, leave them alone. Get the slobbery drunk killers. They're not hard to find. That really messed his life. They took his CDL. That breath meter will pick out anything. A friend of mine has one of those things and they're so sensitive. That texting and driving is way worse. I've had 5-10 incidents on account of that. I haven't had any problems with drunks, but have with texting and driving. Now they're talking about that we can't even talk while. That's going to kill me because I'm on the road all the time.

Keep going!!!

Not really other than I think people are more aware of the effects of drunken driving and even the people that drink are more aware. I play pool in the bars on a non-drinking teams. Even the drinking teams now have designated drivers or their wives come and pick them up. And people are just more aware.

I would like to say that drinking and driving is bad. We are adults, and if people die, it's sad, but it will happen regardless. Cops are wasting tax dollars trying to stop everyone and third brother from drinking and driving. We are all adults, we can decide to do it or not.

Strongly disagree with people drinking and driving.

Public awareness is important, during the holidays I know companies that offer car rides home if one would be drunk. I like to drink but I got to a point in life where I think that being responsible is very important.

Thinks we should do a study and cell phone use and driving.

Finding out about this is important. I have lost two sisters and a brother to alcohol. My family are heavy drinkers and I am the only one left from them. We have to stop this nonsense.

Strongly thinks that drinking and drinking is wrong on any level

Employees shouldn't be legally responsible for customers

Some of the questions are very pointed, some of the question are hard to answer without knowing how much a person who has had to drink. Sometimes it is impossible to tell if someone is to impaired to drive based on how much they have had to drink.

Hard to answer most question are hard to define, relatives and strangers can be upset or physical.

The questions are stupid. They are impossible to answer. There is no way to make an educated guess so it's just a random guess. I just don't see how they are going to get viable information from this survey. I think is a pretty good study, all I would add is that there are a few problems with driving and drinking. There is just not enough prevention media messages specifically to that topic.

Alcohol should be stopped at sporting events (football, baseball, etc...).

We should add some questions about punishments regarding people caught drinking and driving.

2011 PCN Survey

I read in the paper that someone has been driving under the influence. They get fined 500 to 600 dollars and maybe a little jail time. They then go back on the road. The 2nd time someone gets a DUI their car should be impounded for at least 6 months and make them pay for the storage. They should get more than a slap on the wrist.

People's attitude is changing because people are living at a faster pace and the circumstances of the world and the depression and the anxiety and things happen this way, but I think a lot of it is that attitudes are changing. It's not like it was when I was growing up. As time goes on, it really changes rapidly. People don't have the patience. People don't know what a stranger's circumstances are. They don't know if he lost his wife or mom and dad. A lot of things can cause a lot of problems. People don't help people like they used to. My grandsons don't call you up and ask if they need help. They have their own lives. When I grew up we respected our elders, and today they don't have it. Today you don't see a lot of those things. Things are changing.

More enforced laws for drinking and driving.

I used to own a bar in Arizona and when I moved to Idaho I took a 5 hour class on Idaho liquor laws. After having owned a bar and knowing how much liquor license costs, I am sure that people who work at establishments that serve alcohol are already careful about preventing customers from drinking and driving. I don't like the questions about what other Idahoans think because I don't know what they think. I also don't like the questions about strangers because I never put myself in that position to prevent a stranger from drinking and driving.

Saying and doing are 2 different things. She was middle of the road for yes or no on other adults for preventing people from driving. Ex-husband is an alcoholic and think it should be enforced to the fullest

This is a good survey

Most questions depend on if people around them had been drinking or not

The questions are not very good because it is kind of silly to ask what we think other people are thinking because there is not really any good way to answer that.

Driving under the influence of drug like marijuana seems to be a bigger problem than driving under the influence of alcohol.

Question 29 is poorly worded, difficult to answer. I would like to see alternative ways to report other drunk drivers on the road, other than calling the police--maybe use a hotline?

She said she thinks that we are leaning more toward drug prevention in youth that toward alcohol awareness these days, but she thinks that it's important that they are informed about both.

Too many people being killed by drunk drivers on the highways, hopes his input can help to better prevent drunk driving

I hope they can do something about drinking and driving. They should have the cops outside the bars and they should be picked so they don't hurt anyone. There is a big problem in Kootenai county.

Do a survey on texting while driving.

One DUI should land the person five years in federal prison instantly. It should be on the same level as drug dealing. Also this lady is a bartender so she feels very strongly about not driving after excessive drinking.

I strongly believe that if bars are going to sell booze, I don't care what it is. It's still consumption of beverage. Even coffee places now have beer and wine. It's not so much the main people, but there is a lots kid around there. There are people behind the counter that I would trust to not serve minors. I used to watch guys in high school take beer from friends that bought it for them. In the State, if you're going to sell it. There should be a portable breathalyzer sitting on a wall, and they should breathe in it before they leave, and if they're too high, they should have a ride provided and they can't leave. Especially in hot spots where there's a lot of people. More people need to see head-ons from intoxicated drivers. Actually people that are DUI drivers need to watch an autopsy of people killed by drunk driving. We took the first driver's education class in Idaho. They brought a coffin in the class, and left it in the whole time, to send a message. We need to get back to a little bit of morbidity to shift the gears in their thinking. Once you're in the field and you've travelled, I think that you'll get a new feeling about it. We are very lax on laws in the state of Idaho. They say we can't afford it. Can we afford to lose another life? The problem is that we charge the person by chance. I've even called one on I-90. I didn't see the officer respond after we called it in. I didn't see any blue lights, anything. As a native North Idahoan, I'm disappointed in our state. A lot of our laws, what we're doing. I used to be proud to say that I lived in Idaho. But not anymore. I just live here.

Question 28: They should set up roadblocks maybe outside certain events or on certain days.

I am very much against driving impaired